



# Public Relations Recommendations for

Philip Morris USA:

Marlboro Music

and

Virginia Slims "Woman's Thing Music"



VIRGINIA SLIMS

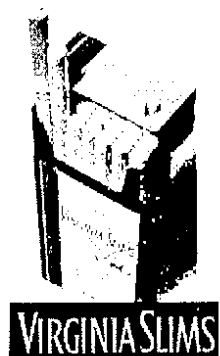
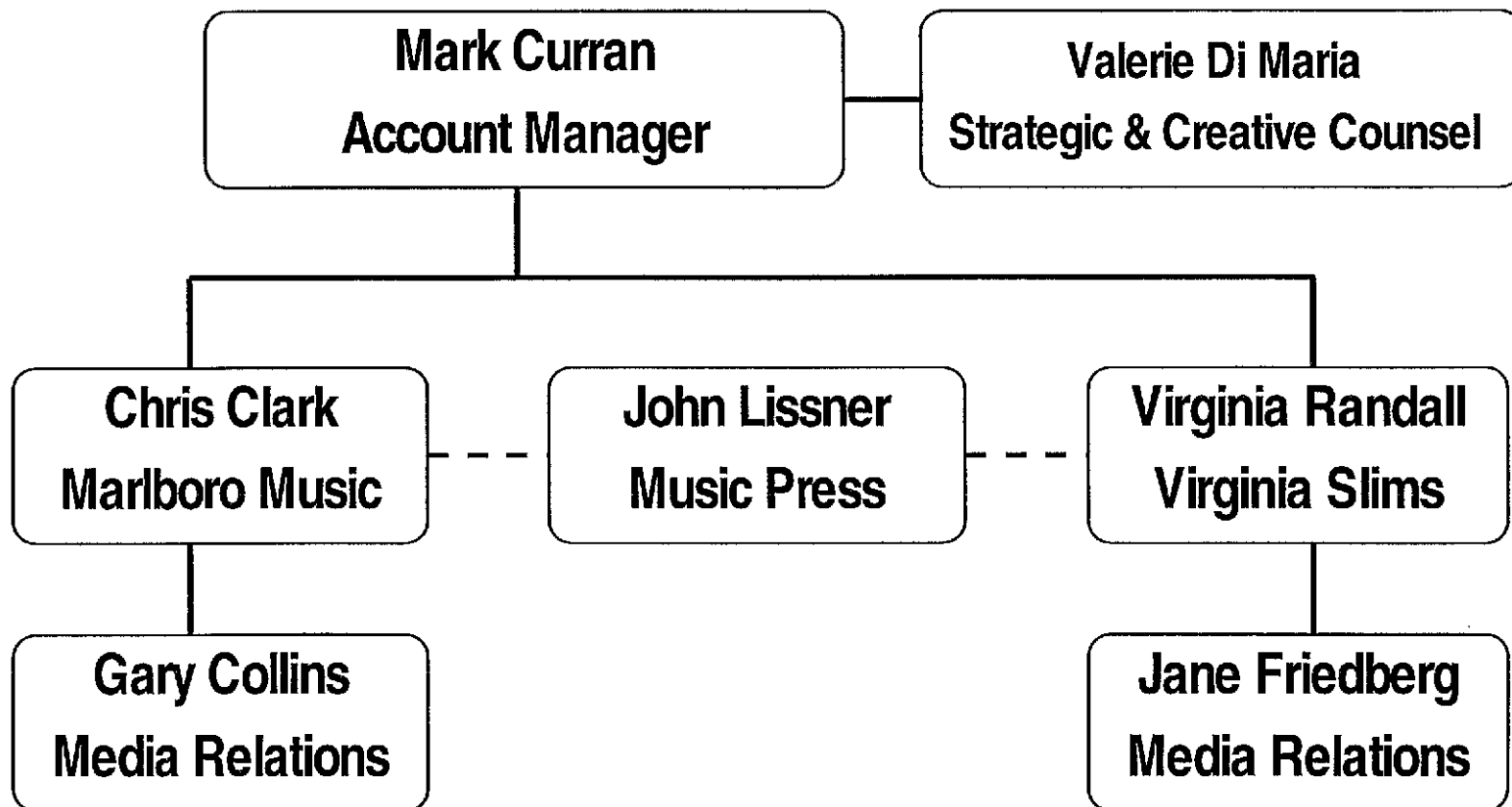


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# GCI Account Team



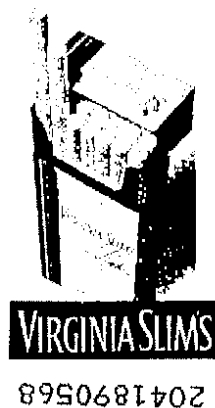
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# Objectives

- ♪ **Generate positive brand awareness through extensive media coverage**
- ♪ **Reinforce brand image**
  - ♪ **Marlboro: masculine, adventuresome**
  - ♪ **Virginia Slims: contemporary and confident**
- ♪ **Minimize risk**

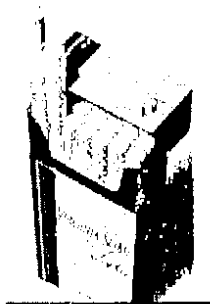


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# Strategies

- ♪ Develop proactive media relations campaign targeted to national/local music, lifestyle and consumer journalists
- ♪ Create newsworthy “ownable” complementary events appropriate to specific brand image
- ♪ Leverage talent for press interviews and feature coverage
- ♪ Utilize properly placed signage to ensure brand credit



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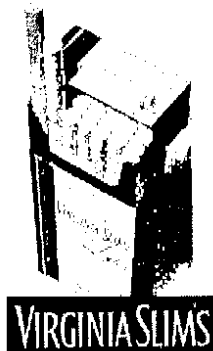


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# Core Activities

- Comprehensive press kits: lead release, schedule of events, talent bios and photos, fact sheet, CDs
- Message development
- Print/broadcast media training



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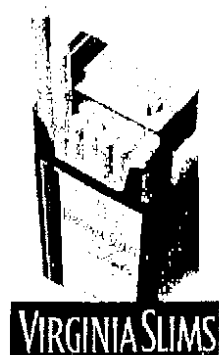


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# Core Activities

- ♪ Announcements in calendar listings
- ♪ Event invitations to local music editors
- ♪ Feature article development
- ♪ Mat releases
- ♪ Launch announcements



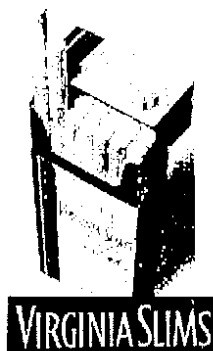
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# Marlboro Music

- ♪ Plan advance telephone interviews for talent with print media
- ♪ Use promoters as media spokesperson
- ♪ Book national "Media Days" for headliners in New York and Los Angeles
- ♪ Book in-market broadcast and print interviews with talent pre-event/day-of event



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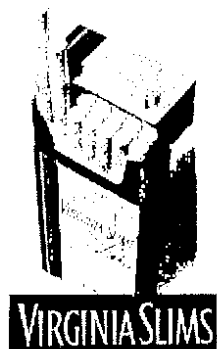


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# Marlboro Music

- ♪ Utilize other Marlboro celebrities for cross-promotion
- ♪ Create photo opportunities demonstrating how proceeds will be used to help military bases



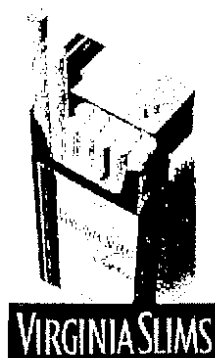
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# Marlboro Music Story Themes

- ♪ Program launch announcement
- ♪ History of entertainers and the military, including Marlboro heritage
- ♪ Morale benefits of on-base live entertainment
- ♪ Talent profiles: personal anecdotes/experience with military entertainment/state fairs
- ♪ Popularity of state fairs/musical heritage pegged to new Broadway show "State Fair"



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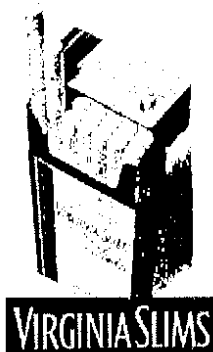
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# Marlboro Music Military Tour

## Pre-Event

- ♪ 'Marlboro Music Midnight Train To Groton'
- ♪ Contest to select best base talent to host events
- ♪ Celebrity jam sessions with military band/musicians



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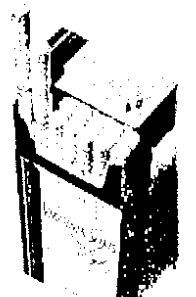
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# Marlboro Music Military Tour

## Marlboro Music "Top 10 Favorites" Survey

- ♪ Poll servicemen/women on favorite songs over the last ten years (provide list from which to choose)
- ♪ Solicit anecdotal stories about why the song is favorite (e.g. sentimental good-byes, etc.)
- ♪ Promote "Top 10" list and personalized stories
- ♪ Create tape of songs to send to newsworthy military posts worldwide, e.g. Bosnia



VIRGINIA SLIMS

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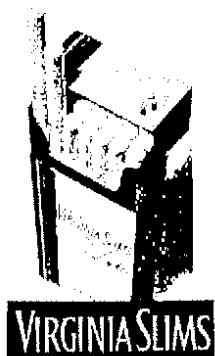


# Marlboro Music State Fairs

## Pre-Event

### ♪ Red Roof Chorale

- ♪ Host a booth at state fairs where anyone can add their singing to a master background vocal track featuring Marlboro talent
- ♪ Local talent drop-bys
- ♪ Track total participants for milestone releases



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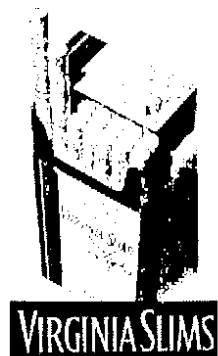


# Marlboro Music State Fairs

## Pre-Event

### ♪ 'Marlboro Music Singdown '96'

- ♪ ongoing group competitions to come up with as many songs as possible using a keyword
- ♪ choose keywords that reflect brand image
  - ♪ Red, cowboy, country
- ♪ use talent as judges



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# Virginia Slims "Woman's Thing Music"

- ♪ Use producer/talent for interview
- ♪ Promote program/events via tie-in with soap opera magazine (Soap Opera Digest)
- ♪ Profiles of talent with major woman's magazine
- ♪ Donate proceeds of EP/events to appropriate charity
  - ♪ Rock and Wrap It Up, nationwide group distributes food from music industry events to local pantries



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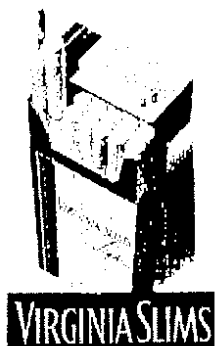


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# Virginia Slims "Woman's Thing Music"

- ♪ Launch event to announce program/preview EP songs at Rainbow Room with chosen talent
- ♪ Use Nile Rodgers for pre-event interviews
- ♪ Announce special additional program elements



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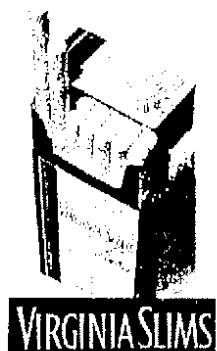
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# Virginia Slims "Woman's Thing Music"

## Pre-tour Songwriting Contest

- ♪ Solicit original songs reflective of program intent and brand image to become official "theme song"
- ♪ Use talent to judge audio and video cassettes of song performances
- ♪ Winning song introduces each concert
- ♪ Winning "composer" gets \$10,000



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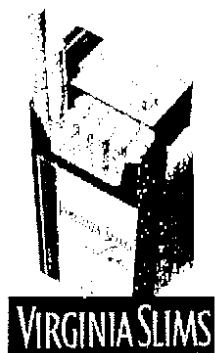
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# Virginia Slims "Woman's Thing Music"

## Helping Women in Music

- ♪ Develop program to offer real advice to women who want careers in music
  - ♪ how-to brochure
  - ♪ local pre-event seminars
  - ♪ case histories
- ♪ Virginia Slims "Woman's Thing Music" Club Guide
  - ♪ city-by-city guide to clubs with open mic nites
  - ♪ profiles of clubs that spawned famous female musicians



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# Virginia Slims "Woman's Thing Music"

- ♪ Create award program to recognize "up and coming" female talent in tour markets
- ♪ Sponsor "open mic" sessions prior to Virginia Slims live performances



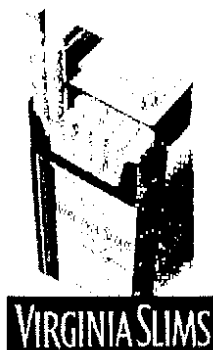
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# Virginia Slims "Woman's Thing Music"

## ♪ Women's Music Museum

- ♪ Tour fashions/memorabilia of famous women in music prior to events
- ♪ Photographic case histories of success stories
- ♪ Create permanent exhibit at the Rock 'n Roll Hall of Fame



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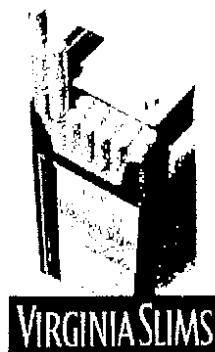


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# Risk Management

- ♪ Vulnerability assessment
- ♪ Crisis prevention and response plan
- ♪ Coordination with overall PM risk plan
- ♪ Scenario exercises
- ♪ Issues monitoring
- ♪ Crisis response support



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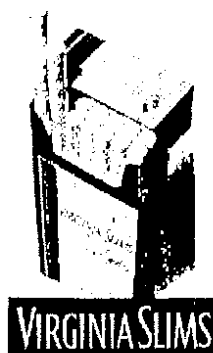


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# Who We Are

- ♪ Full service agency offering broad range of services in all phases of public relations and public affairs
- ♪ Year founded: 1984
- ♪ 10th worldwide in size; 1995 revenue: \$40M
  - ♪ fastest growth in U.S.
- ♪ U.S. locations: Atlanta, Los Angeles, New York, Sacramento, San Francisco, Washington, D.C.
- ♪ 39 countries worldwide



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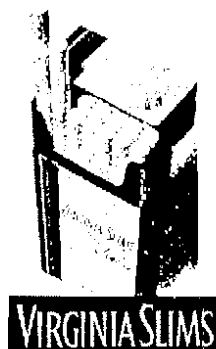
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# U.S. Clients

♪ Aetna Corporation  
♪ Arthur D. Little  
♪ BellSouth  
♪ Catalina Marketing  
♪ Celebrity Cruises  
♪ City of London  
♪ GE Capital  
♪ Georgia-Pacific  
♪ Hyundai  
♪ IBM  
♪ IOC  
♪ Italian Trade Commission  
♪ MIT  
♪ Nat'l Assoc. of Broadcasters

♪ Panasonic  
♪ Pharmacia & Upjohn  
♪ Philip Morris  
♪ Pratt & Whitney  
♪ SkyTel  
♪ SmithKline Beecham  
♪ Sprint  
♪ Sun Microsystems  
♪ Tyco International  
♪ U.S. Mint  
♪ VF Corporation  
♪ World Trade Center  
♪ World Gold Council



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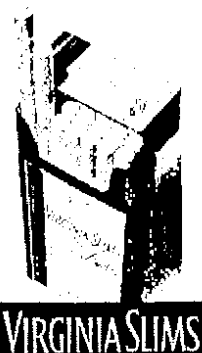


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# Relevant Experience

- ♪ **ASCAP Leiber & Stoller Music Scholarship Fund**
- ♪ **Benson & Hedges Blues & Rhythm**
- ♪ **Bolla Music Series**
- ♪ **EMI - Capitol Records**
- ♪ **Foxwoods Entertainment Series**
- ♪ **Geritol Big Band Bash**
- ♪ **Jones Beach Concerts (Sally Hansen)**
- ♪ **Kool Jazz Festival**



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# Relevant Experience

- ♪ Marlboro America's Cup
- ♪ Marlboro Country Music
- ♪ Marlboro Racing
- ♪ Marlboro Soccer Cup
- ♪ Recording Industry Association of America
- ♪ Seagram's Coolers Rock & Roll Talent Search
- ♪ Virginia Slims Opinion Poll

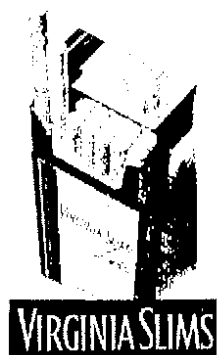


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# Consumer Marketing Philosophy

- ♪ Create programs to sell product/services
- ♪ Integrate with advertising/promotion/direct marketing
- ♪ “Own” issues/events
- ♪ Use third party influencers
- ♪ Develop strong client/media relationships
- ♪ Leverage product publicity for business coverage and vice/versa



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# Geritol (SmithKline Beecham)

## *Challenge*

Revitalize brand image

## *Objective*

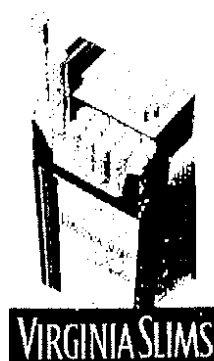
Create awareness of Geritol Extend as a multi-vitamin for *active*, vital 50+ audience

## *Solution*

“Geritol Extend Big Band Bash” event marketing program

## *Results*

140+ million consumer impressions; 6-8% sales increase in event markets



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# Geritol (SmithKline Beecham)

**“The dance contest drew lots of press attention and helped boost Geritol’s sales 21% last year to about \$25 million, while profits increased 15%.”**

***Fortune July 29, 1991***



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# Program Accountability & Measurement

## ♪ Sample Criteria

### ♪ Media Relations

- ♪ Message tracking, positive/negative competitive analysis, impressions

### ♪ Special Events

- ♪ Event coverage in target media category, increased visibility, tracking sales leads

### ♪ Overall

- ♪ Pre and post benchmarking, customer and media surveys



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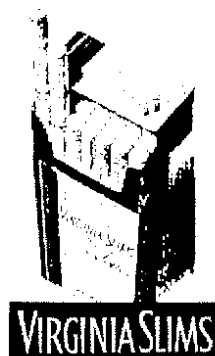




# Working with GCI

## ♪ Accountability Commitment

- ♪ Service guarantee: complete satisfaction or equivalent delivered at no cost
- ♪ Performance pricing:
  - ♪ Share the risk--fee refund if objectives not met
  - ♪ Share the reward--bonus if client exceeds business plan, GCI Group exceeds objectives



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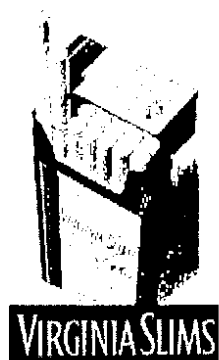


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# Why GCI

- ♪ Excellent media relations expertise
- ♪ Senior management involvement
- ♪ Music experts on staff
- ♪ Category experience
- ♪ Risk management savvy
- ♪ Full-service capabilities
- ♪ We're ready to start today



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